

## **METHOD AND APPARATUS FOR TRANSMISSION, RECEIPT AND DISPLAY OF ADVERTISEMENTS**

### **ABSTRACT OF THE DISCLOSURE**

An apparatus for the intelligent display of advertisements to a television services user includes a transmitter, a receiver and a display on which an electronic television program guide, television programs, and advertisements are displayed. Advertising and electronic program guide data are transmitted to a receiver used by one or more television service users. The electronic program guide data includes information characterizing television programs listed in an electronic program guide. Similarly, the advertising data includes advertisements and information characterizing the transmitted advertisements. A selection history contains information characterizing those programs selected by a user for viewing. Received advertisements are displayed to the user based upon a comparison between the information characterizing each of the plurality of advertisements and the information in the selection history.